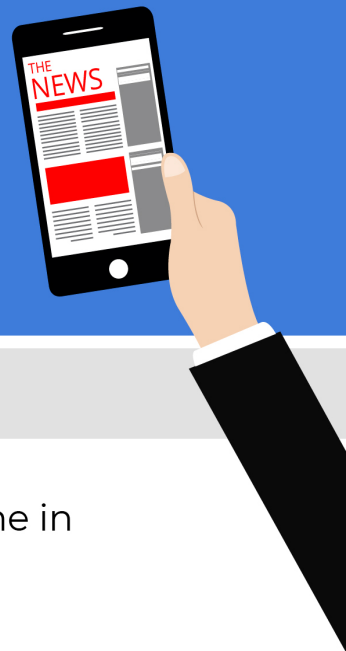


5.2

HANDOUT:

Headline Goals, Qualities of Good Headlines



ACCOMPLISH GOALS WITH GREAT HEADLINES

Headlines are designed to be seen - they come in

BIG, BOLD TYPE

and stand out from everything else on a page or within an image.
But getting attention isn't the only purpose.

THE ULTIMATE GOAL OF A HEADLINE VARIES DEPENDING
ON ITS LOCATION:

IN
ARTICLES AND BLOG
POSTS:

read this,
comment on this,
take this action

ON
A PRODUCT OR EVENT
PAGE:

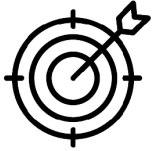
buy this,
sign up for this,
register for this

ON
SOCIAL MEDIA
PLATFORMS:

click this,
like this,
share this

GREAT HEADLINES WILL ATTRACT ATTENTION AND GET THE READER
TO TAKE THE APPROPRIATE ACTION.

WHAT MAKES HEADLINES **GREAT?**



RELEVANT

The reader won't read any further if it doesn't apply to them



VALUABLE

Headlines that offer obvious value keep readers reading



UNIQUE

People like “discovering” new things, so headlines that offer a new take, angle, or piece of information are more interesting than headlines that repeat what others have said



THOUGHT-PROVOKING

Force the reader to imagine what comes next so they're compelled to read on and find out

SO, HOW CAN YOU MAKE YOUR HEADLINES **GREAT AND EFFECTIVE?**

1

UNDERSTAND WHERE YOUR HEADLINE WILL BE SEEN

Not all headlines work everywhere. Create your headline with the medium or channel in mind: blog post, product page, social media, landing page, ads, and more.

FOR EXAMPLE, headlines on corporate home pages might use inspiration to get the reader thinking about how they could use a product or service - Mailchimp's home page reads: “Build your brand. Sell more stuff.” - while headlines on landing pages and ads meant to generate a sale need to be very direct and obvious - “Save 20% On Your Next Order”.

2

COMBINE YOUR HEADLINE WITH A POWERFUL IMAGE

Visuals help attract attention and can improve understanding and interest with the right headline. Images are especially important on product pages so readers can see pictures of what they're buying.

With the right image, your headline could work like a caption referencing a picture or video and driving home a specific benefit or product purpose. A headline like "Setup Your Website in 60 Seconds" offers an interesting appeal but combining that headline with a 60-second video showing it's true is even more compelling.

3

WRITE FOR YOUR AUDIENCE

Understand who you're writing for, their interests, and needs. If you know your reader, you'll know the kind of language they use, the topics they care about, and the words you need to use to keep them reading.

[IHOP](#) emphasizes size when it promotes its variety of breakfast choices with headlines like "**Big Bold Omelettes & World-Famous Pancakes**". Meanwhile, [First Watch](#) would rather emphasize the quality and healthiness of their food with a headline like, "Yeah, It's Fresh."

4

GET TO THE VALUE QUICKLY

Don't waste time - use simple, easy-to-understand language to maximize understanding. Avoid trying to make your headline too clever. Focus on your goal and the audience.

FOR EXAMPLE, the headline on the [Farmers](#) Insurance homepage simply reads "Get a Quote" - it's obvious what they want the reader to do - while [NationWide](#) Insurance wants you to know they've got lots to offer by saying "More than just insurance".

5

SUPPORT YOUR HEADLINE WITH THE MORE COPY

A headline doesn't have to work alone - use the headline to compel the reader to keep reading.

This goes back to understanding your format: if you know you've got multiple sections of copy below that explain benefits, descriptions of features, or visuals of your product, you can use the headline to get attention and the rest of the page to keep it.

NOTES

So the headline gets your attention, not just because it's enormous, but because of its claim: "Pipedrive gets your sales organized" - good, cuz that's what I've been looking for - they're establishing relevance. The subhead below is where the value begins to come out though: "The leading sales management tool small sales teams love to use" - so now we know this is a sales management tool and it's for small sales teams. And the call to action says I can start for free. 3 pieces of copy guide the reader down the path by getting their attention, providing relevance and value, and showing the next step.

Now, those are some general guidelines for headlines:

- * Create your headline with the type of page in mind (post, article, landing page, home page, whatever)
- * Write the headline with an audience in mind
- * Get to the value quickly
- * Support your headline with the subhead and any copy that follows